

ORDER



Orders

Order / Rev: 53163

Alt Order #:

Product Desc: ESTIMATE 11756

Estimate: 11756

Flight Dates: 09/04/12 - 09/09/12

Original Date / Rev: 08/29/12 / 08/30/12

Order Type: CIA - O

KUCW-TV

Primary AE: Office Accounts

Sales Office: SLC

Sales Region: Local

Agency

Name: Media Strategies & Research

Buying Contact:

Billing Contact:

1580 Lincoln Street

Denver, CO 80203

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Matheson for Congress 2012

Demographic: HH

Product Codes: US Congress

Priority: P-3

Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/06/12	2	\$750.00	\$637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	2	\$750.00	\$637.50	0.00
Totals	2	\$750.00	\$637.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KUCW	09/05/12	09/05/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$300.00		0.00			
N 2	KUCW	09/06/12	09/06/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	---T---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---T---		1				\$450.00		0.00			
													Totals	2	\$750.00